AMENDMENTS TO THE SPECIFICATION

Please amend the specification as follows:

On pages 6-7, amend ¶ [0017], as follows:

[0017]   Returning back to block 55, if an Internet connection to the system 500 exists, the user may occasionally request to provide advertisement preferences as shown in block 70. By requesting for user preferences the commercial message application 550 builds by asking questions or accepting specific user requests, and stores the user profile, and as discussed later, updates the profile periodically or continuously. One exemplary technique of detecting whether the computer is connected to the Internet is illustrated in a co-assigned patent application entitled "DIGITAL FEEDBACK DISPLAY PANEL AND SUPPORTING SOFTWARE FOR A COMPUTER USER," U.S. application Serial No. 09/478,153, filed January 5, 2000, now U.S. Patent No. 6,720,983.   In such event, the commercial message application receives user advertisement preferences in block 75. After receiving user advertisement preferences, the application in block 65 checks for advertisement updates and downloads advertisements according to those user preferences from the Internet. The computer manufacturer may also check for updates and downloads in block 65 via a manufacturer password that only the manufacturer or its authorized agent possesses. One exemplary technique of secure remote downloading of data to a flash ROM of a computer is illustrated in co-assigned U.S. Patent No. 6,223,284, entitled "METHOD AND APPARATUS FOR REMOTE ROM FLASHING AND SECURITY MANAGEMENT FOR A COMPUTER SYSTEM," issued April 24, 2001. In an embodiment, the computer manufacturer can securely access the memory 520 through the Internet by presenting a password residing therein. The password may be used by the computer manufacturer or its authorized agent for securely updating the memory 520. As an alternative to block 70, the control from block 55 may transfer to block 60 where the commercial message application 540 tracks the user Internet information, like the user preferences and update the user profile. The commercial message application 50 accordingly checks for [[an]] updates and securely downloads from the Internet. In block 80, the commercial message application checks whether there is an advertisement display event, like the computer going into a sleep mode, waking up from a sleep mode, initiation of a virus scan, initiation of a screen saver, initiation of download of a large file, initiation of a software installation, or other such events where the user

may encounter an idle time or wait period. If such an event occurs, the application 50 begins an

advertisement display in block 105.